

# Clemson University

&



South Carolina  
Aquarium 10  
YEARS

## Coca-Cola



**Beverage Pouring Rights**  
**Bid #27343208**



Bid #27343208



# ★ Financial Proposal



Bid #27343208



# a.) Annual Cash Payment

## ★ Annual Cash Payment

- Represents Guaranteed Full Service Commissions

	UNIVERSITY MINUS ATHLETICS	ATHLETICS ONLY	COMPLETE UNIVERSITY, INCLUDING ATHLETICS
	<u>LOT A</u>	<u>LOT B</u>	<u>LOT C</u>
CONTRACT YEAR 1	\$300,000	\$0	\$300,000
CONTRACT YEAR 2	\$300,000	\$0	\$300,000
CONTRACT YEAR 3	\$300,000	\$0	\$300,000
CONTRACT YEAR 4	\$300,000	\$0	\$300,000
CONTRACT YEAR 5	\$300,000	\$0	\$300,000
CONTRACT YEAR 6	\$300,000	\$0	\$300,000
CONTRACT YEAR 7	<u>\$300,000</u>	<u>\$0</u>	<u>\$300,000</u>
<b>TOTAL CASH COMMITMENT</b>	<b>\$2,100,000</b>	<b>\$0</b>	<b>\$2,100,000</b>



Bid #27343208



## b.) Revenue Sharing Structure

### ★ Full Service

- Commissions will be paid monthly, based on the schedule below:

Carbonated Vending	Vend \$	Comm %	Est. Comm
20 oz. Bottle CSD	\$1.25	60%	\$16.82
20 oz. Dasani	\$1.25	60%	\$16.82
20 oz. PowerAde	\$1.75	60%	\$23.55
20 oz. vitaminwater	\$1.75	25%	\$9.81
12 oz. Cans	\$0.75	60%	\$10.09
16 oz. Energy Drinks	\$2.00	25%	\$11.21
18.5 oz. Fuze	\$1.75	25%	\$9.81
15.2 oz. Minute Maid	\$1.75	25%	\$9.81
12 oz. V8 Fusion	\$1.75	25%	\$9.81
12 oz. V8 Splash	\$1.75	25%	\$9.81
Estimated Commissions Based On Collections, minus SC sales tax			



Bid #27343208



## b.) Revenue Sharing Structure

### ★ Full Service

- There is no limit to what **Clemson University** can earn – the more that is sold, the higher the commissions paid – but Coca-Cola will guarantee **Clemson** a minimum of **\$300,000** annually in commissions (Lot A & C, Page 3).
- Payments can be made as Clemson University desires:



Bid #27343208



## c.) Additional Financial Considerations

### ★ I. Lump Sum Payment

	UNIVERSITY MINUS ATHLETICS	ATHLETICS ONLY	COMPLETE UNIVERSITY, INCLUDING ATHLETICS
	<u>LOT A</u>	<u>LOT B</u>	<u>LOT C</u>
CONTRACT YEAR 1	\$0	\$0	\$500,000
CONTRACT YEAR 2	\$0	\$0	\$0
CONTRACT YEAR 3	\$0	\$0	\$0
CONTRACT YEAR 4	\$0	\$0	\$0
CONTRACT YEAR 5	\$0	\$0	\$0
CONTRACT YEAR 6	\$0	\$0	\$0
CONTRACT YEAR 7	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
<b>TOTAL CASH COMMITMENT</b>	<b>\$0</b>	<b>\$0</b>	<b>\$500,000</b>



Bid #27343208



## c.) Additional Financial Considerations

### ★ I. Lump Sum Payment

- Coca-Cola will give **Clemson University** a one-time **\$500,000** upfront payment to meet the immediate needs of the university in Lot C. Funds can be used as **Clemson** sees fit, including, but not limited to the following:



Bid #27343208





# c.) Additional Financial Considerations

## ★ II. Unrestricted Cash Contribution

	UNIVERSITY MINUS ATHLETICS	ATHLETICS ONLY	COMPLETE UNIVERSITY, INCLUDING ATHLETICS
	<u>LOT A</u>	<u>LOT B</u>	<u>LOT C</u>
CONTRACT YEAR 1	\$125,000	\$0	\$125,000
CONTRACT YEAR 2	\$125,000	\$0	\$125,000
CONTRACT YEAR 3	\$125,000	\$0	\$125,000
CONTRACT YEAR 4	\$125,000	\$0	\$125,000
CONTRACT YEAR 5	\$125,000	\$0	\$125,000
CONTRACT YEAR 6	\$125,000	\$0	\$125,000
CONTRACT YEAR 7	<u>\$125,000</u>	<u>\$0</u>	<u>\$125,000</u>
<b>TOTAL CASH COMMITMENT</b>	<b>\$875,000</b>	<b>\$0</b>	<b>\$875,000</b>



Bid #27343208





## c.) Additional Financial Considerations

### ★ II. Unrestricted Cash Contribution

- Coca-Cola will pay **Clemson University** **\$125,000** annually to help the university reach their Top 20 Goal in Lots A & C. Funds can be used as **Clemson** sees fit, including, but not limited to the following:



Bid #27343208



## c.) Additional Financial Considerations

### ★ III. Other - Clemson Athletics Sponsorship

	UNIVERSITY MINUS ATHLETICS	ATHLETICS ONLY	COMPLETE UNIVERSITY, INCLUDING ATHLETICS
	<u>LOT A</u>	<u>LOT B</u>	<u>LOT C</u>
CONTRACT YEAR 1	\$0	\$259,644	\$794,644
CONTRACT YEAR 2	\$0	\$267,433	\$818,483
CONTRACT YEAR 3	\$0	\$275,456	\$843,038
CONTRACT YEAR 4	\$0	\$283,720	\$868,329
CONTRACT YEAR 5	\$0	\$292,232	\$894,379
CONTRACT YEAR 6	\$0	\$300,999	\$921,210
CONTRACT YEAR 7	<u>\$0</u>	<u>\$310,029</u>	<u>\$948,846</u>
<b>TOTAL CASH COMMITMENT</b>	<b>\$0</b>	<b>\$1,989,512</b>	<b>\$6,088,930</b>



Bid #27343208

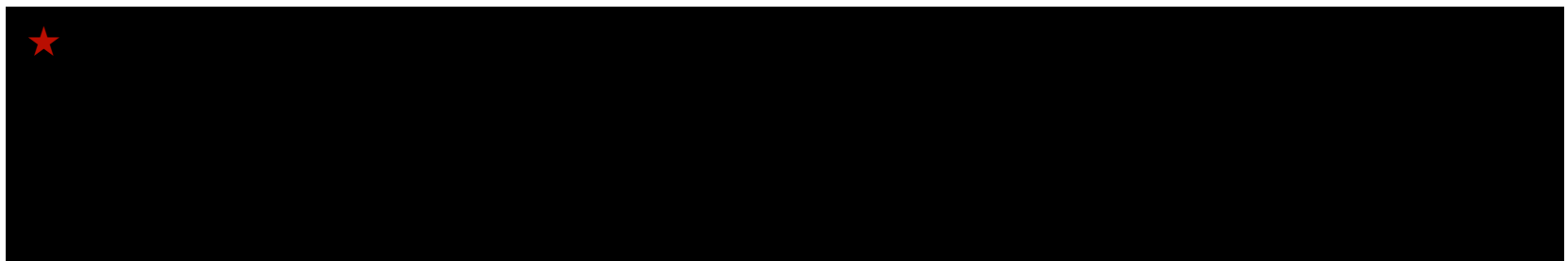


# c.) Additional Financial Considerations

## ★ III. Other - Clemson Athletics Sponsorship

- Coca-Cola will pay Clemson University up to the following total amounts for Athletics Sponsorship in Lot C.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
General Clemson Sponsorship	\$535,000	\$551,050	\$567,582	\$584,609	\$602,147	\$620,212	\$638,818	\$4,099,417	\$585,631
Clemson Tickets									
12 Football Season Tickets	\$3,708	\$3,819	\$3,934	\$4,052	\$4,173	\$4,299	\$4,428	\$28,412	\$4,059
12 Post Season Football	\$1,140	\$1,174	\$1,209	\$1,246	\$1,283	\$1,322	\$1,361	\$8,735	\$1,248
12 Men's Basketball Season Tickets	\$3,480	\$3,584	\$3,692	\$3,803	\$3,917	\$4,034	\$4,155	\$26,665	\$3,809
ACC Mens Basketball Tournament - 24 ticket books	\$9,504	\$9,789	\$10,083	\$10,385	\$10,697	\$11,018	\$11,348	\$72,824	\$10,403
12 Baseball Season Tickets	\$1,620	\$1,669	\$1,719	\$1,770	\$1,823	\$1,878	\$1,934	\$12,413	\$1,773
50 Clemson vs. USC Football Tickets	\$3,250	\$3,348	\$3,448	\$3,551	\$3,658	\$3,768	\$3,881	\$24,903	\$3,558
Product Donation to Teams	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753	\$6,956	\$7,164	\$45,975	\$6,568
Clemson Suite (pick one of the two)	\$29,942	\$30,840	\$31,765	\$32,718	\$33,700	\$34,711	\$35,752	\$229,429	\$32,776
Clemson Coaches Show	\$46,000	\$47,380	\$48,801	\$50,265	\$51,773	\$53,327	\$54,926	\$352,473	\$50,353
Clemson University Radio Network	\$140,000	\$144,200	\$148,526	\$152,982	\$157,571	\$162,298	\$167,167	\$1,072,745	\$153,249
Clemson University Radio Network (postseason)	<u>\$15,000</u>	<u>\$15,450</u>	<u>\$15,914</u>	<u>\$16,391</u>	<u>\$16,883</u>	<u>\$17,389</u>	<u>\$17,911</u>	<u>\$114,937</u>	<u>\$16,420</u>
<b>Total Annual Athletics Sponsorship</b>	<b>\$794,644</b>	<b>\$818,483</b>	<b>\$843,038</b>	<b>\$868,329</b>	<b>\$894,379</b>	<b>\$921,210</b>	<b>\$948,846</b>	<b>\$6,088,930</b>	<b>\$869,847</b>



Bid #27343208

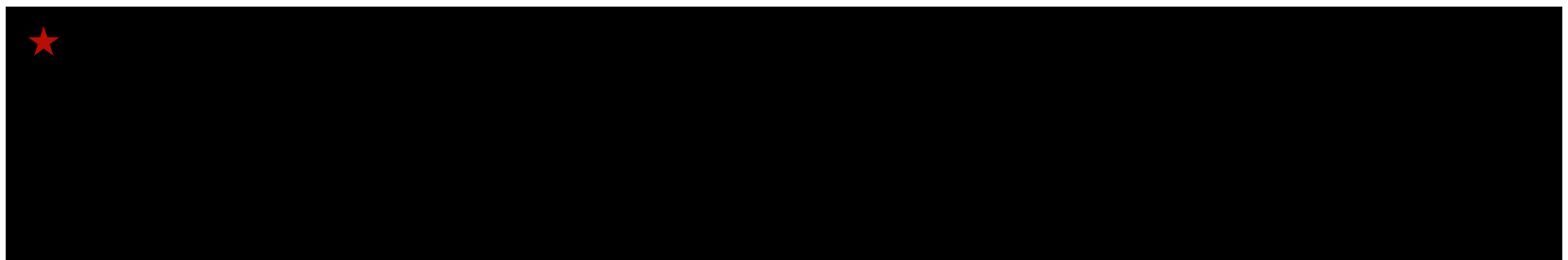


# c.) Additional Financial Considerations

## ★ III. Other - Clemson Athletics Sponsorship

- Coca-Cola will pay Clemson University up to the following total amounts for Athletics Sponsorship in Lot A.

LOT B FINAL (ATHLETICS ONLY)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
General Clemson Sponsorship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Clemson Tickets									
12 Football Season Tickets	\$3,708	\$3,819	\$3,934	\$4,052	\$4,173	\$4,299	\$4,428	\$28,412	\$4,059
12 Post Season Football	\$1,140	\$1,174	\$1,209	\$1,246	\$1,283	\$1,322	\$1,361	\$8,735	\$1,248
12 Men's Basketball Season Tickets	\$3,480	\$3,584	\$3,692	\$3,803	\$3,917	\$4,034	\$4,155	\$26,665	\$3,809
ACC Mens Basketball Tournament - 24 ticket books	\$9,504	\$9,789	\$10,083	\$10,385	\$10,697	\$11,018	\$11,348	\$72,824	\$10,403
12 Baseball Season Tickets	\$1,620	\$1,669	\$1,719	\$1,770	\$1,823	\$1,878	\$1,934	\$12,413	\$1,773
50 Clemson vs. USC Football Tickets	\$3,250	\$3,348	\$3,448	\$3,551	\$3,658	\$3,768	\$3,881	\$24,903	\$3,558
Product Donation to Teams	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753	\$6,956	\$7,164	\$45,975	\$6,568
Clemson Suite (pick one of the two)	\$29,942	\$30,840	\$31,765	\$32,718	\$33,700	\$34,711	\$35,752	\$229,429	\$32,776
Clemson Coaches Show	\$46,000	\$47,380	\$48,801	\$50,265	\$51,773	\$53,327	\$54,926	\$352,473	\$50,353
Clemson University Radio Network	\$140,000	\$144,200	\$148,526	\$152,982	\$157,571	\$162,298	\$167,167	\$1,072,745	\$153,249
Clemson University Radio Network (postseason)	<u>\$15,000</u>	<u>\$15,450</u>	<u>\$15,914</u>	<u>\$16,391</u>	<u>\$16,883</u>	<u>\$17,389</u>	<u>\$17,911</u>	<u>\$114,937</u>	<u>\$16,420</u>
<b>Total Annual Athletics Sponsorship</b>	<b>\$259,644</b>	<b>\$267,433</b>	<b>\$275,456</b>	<b>\$283,720</b>	<b>\$292,232</b>	<b>\$300,999</b>	<b>\$310,029</b>	<b>\$1,989,512</b>	<b>\$284,216</b>



Bid #27343208



## c.) Additional Financial Considerations

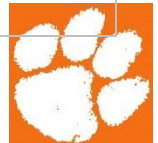
### ★ III. Other - Marketing Activation Funds

- Coca-Cola will manage an annual budget up to **\$30,000** to be used toward market activation. Coca-Cola will hold all funds and work with Clemson University during annual marketing meetings to mutually agree upon plans to use funds.

	UNIVERSITY MINUS ATHLETICS	ATHLETICS ONLY	COMPLETE UNIVERSITY, INCLUDING ATHLETICS
	<u>LOT A</u>	<u>LOT B</u>	<u>LOT C</u>
CONTRACT YEAR 1	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 2	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 3	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 4	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 5	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 6	\$30,000	\$30,000	\$30,000
CONTRACT YEAR 7	<u>\$30,000</u>	<u>\$30,000</u>	<u>\$30,000</u>
<b>TOTAL CASH COMMITMENT</b>	<b>\$210,000</b>	<b>\$210,000</b>	<b>\$210,000</b>



Bid #27343208



## c.) Additional Financial Considerations

### ★ III. Other - Additional Equipment

- Purchase of additional 24 debit card readers to bring total to 120:
  - ✓  $\$1,100 \times 24 = \$26,400$  in year one.
- Purchase of 40 3D VIS Energy Star Venders:
  - ✓  $\$2,500 \times 40 = \$100,000$  in year one.
- Purchase of 100 Energy Management System devices:
  - ✓  $\$100 \times 100 = \$10,000$  over two years.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
Debit Card Readers (24 additional @ \$1,100)	\$26,400	\$0	\$0	\$0	\$0	\$0	\$0	\$26,400	\$3,771
3D VIS Energy Star Machines (40 Placed @ \$2,500)	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$100,000	\$14,286
Energy Management System Devices (100 @ \$100)	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$10,000	\$1,429
<b>Total Additional Equipment Purchases</b>	<b>\$131,400</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$136,400</b>	<b>\$19,486</b>



Bid #27343208





# d.) Wholesale Price Proposals

## ★ Attachment 2: Canned/Bottled Beverages For Resale

- Pricing based on CCBCC corporate pricing to Aramark, subject to annual cost of goods increase.

### PRICE PROPOSAL FOR CANNED/BOTTLED BEVERAGES FOR RESALE (NON-VENDED)

#### Notes:

Enter your bid price per pack specified and extend. If your product or pack is different from that given, list in column marked "Adjustments". Also, list your "suggested retail price" for the first year of an awarded contract. Use additional space as needed.

Bid price is your price to University departments/contractors. For ease of billing/payments/reconciliation, request the number of different prices be held to a minimum

Bottles/Cans of Soft Drink	Pack	Usage FY 10-11	Adjustments	Suggested Retail Price	Bid Price FY 12-13	Price Extension
20 oz. Dasani	24	8618		\$1.49	\$11.50	\$99,107.00
20 oz. CSD	24	5682		\$1.49	\$15.25	\$86,650.50
20 oz. Powerade	24	3418		\$1.89	\$22.35	\$76,392.30
12 oz. Cans 6 pk.	24	2270		\$2.99	\$9.10	\$20,657.00
20 oz. vitaminwater	24	1117		\$2.39	\$29.50	\$32,951.50
12 oz. Cans 12 pk.	24	998		\$5.99/12pk	\$9.10	\$9,081.80
15.2 oz. Minute Maid Juice	24	759		\$1.99	\$24.35	\$18,481.65
20 oz. Minute Maid Blends	24	400		\$1.49	\$15.25	\$6,100.00
18.5 oz. Fuze	12	275	package changed to 16.9 oz.			
16 oz. Energy Cans	24	268		\$2.99	\$39.50	\$10,586.00
12 oz. Dasani	24	266		\$6.99/12pk	\$10.75	\$2,859.50
300 ml. Dasani	24	212		\$0.99	\$9.10	\$1,929.20
1 lt. Waters	12	194	1 liter Dasani	\$1.99	\$11.50	\$2,231.00
32 oz. Powerade	15	194		\$2.19	\$19.50	\$3,783.00
12 oz. CSD	24	154		\$4.49/6pk	\$13.50	\$2,079.00
.7 lt. smartwater	24	132		\$1.99	\$25.50	\$3,366.00
1 lt. Waters	12	127	1 liter smartwater	\$2.29	\$14.50	\$1,841.50
20 oz. Nestea	24	118		\$1.49	\$15.25	\$1,799.50

16 oz. Energy Cans	12	92		\$2.99	\$19.25	\$1,771.00
12 oz. V8	12	86		\$2.89	\$17.15	\$1,474.90
16 oz. V8	12	83		\$2.89	\$14.25	\$1,182.75
2 Liter	8	64		\$1.99	\$13.50	\$864.00
16.9 oz. Fuze	12	58		\$2.59	\$16.20	\$939.60
16.9 oz. Honest Tea	12	57		\$2.59	\$16.10	\$917.70
20 oz. smartwater	24	52		\$1.99	\$21.95	\$1,141.40
18.5 oz. Gold Peak	12	51		\$2.59	\$14.50	\$739.50
12 oz. Powerade	24	45		\$1.49	\$16.65	\$749.25
.5 lt. Dasani	24	40		6.99/12pk	\$11.50	\$460.00
24 oz. CSD	24	40		\$1.59	\$19.50	\$780.00
20 oz. Powerade	24	35		\$1.89	\$22.35	\$782.25
.5 lt. CSD	24	28		\$1.59	\$15.25	\$427.00
2.9 oz. Provita	12	27	discontinued			
2 oz. NOS	12	26	discontinued			
15 oz. Coffee Energy	12	3	discontinued			
10.1 oz. Tum-E Yummies	12	1		\$0.99	\$7.00	\$7.00

#### Add Additional Products As Proposed

24 oz. 6Pk Dasani	24			\$1.89	\$13.15	
8 oz. CSD Glass	24			\$1.59	\$20.00	
10 oz. Minute Maid Juice	24			\$1.59	\$16.40	
24 oz. Country Breeze	24			\$1.59	\$15.00	
24 oz. Dasani	24			\$1.89	\$13.15	
7.5 oz. CSD Cans	24			\$1.99	\$9.00	
22 oz. Nos	12			\$3.99	\$28.05	
12 oz. CSD PET	24			\$1.59	\$13.50	
355 ml. Coke De Mexico	24			\$1.99	\$20.00	
Fuel In A Bottle	12			\$1.99	\$15.00	



**Bid #27343208**





# d.) Wholesale Price Proposals

## ★ Attachment 3: Bulk (Bag-In-Box) For Resale

- Pricing based on National Account pricing to Aramark, subject to annual cost of goods increase.

### BAG IN BOX SOFT DRINKS

#### Notes:

Enter your price per pack specified and extend. If your pack or product is different from that specified, list it in the column marked adjustments. Use additional space as needed.

Bid price is your price to University departments/contractors. For ease of billing/payments/reconciliation, request the number of different prices be held to a minimum

Bag in Box Soft Drinks	Pack	Usage FY 10-11	Adjustments	Bid Price FY 12-13	Price Extension
Classic Coca Cola	5 gal.	5215		\$12.24	\$63,831.60
Diet Coca Cola	5 gal.	3335		\$12.24	\$40,820.40
Mr Pibb	5 gal.	745		\$12.24	\$9,118.80
Dr Pepper	5 gal.	655		\$12.24	\$8,017.20
Nestea	5 gal.	55		\$12.24	\$673.20
Sprite	5 gal.	2405		\$12.24	\$29,437.20
Barq's Root Beer	2.5 gal.	557.5		\$12.78	\$7,124.85
Cherry Coca Cola	2.5 gal.	2202.5		\$12.78	\$28,147.95
Coke ZERO	2.5 gal.	1082.5		\$12.78	\$13,834.35
Diet Sprite	2.5 gal.	175		\$12.78	\$2,236.50
Fanta Grape	2.5 gal.	107.5		\$12.78	\$1,373.85
Fanta Orange	2.5 gal.	667.5		\$12.78	\$8,530.65
Fruit Punch Flashin HI-C	2.5 gal.	147.5		\$12.78	\$1,885.05
Ginger Ale	2.5 gal.	182.5		\$12.78	\$2,332.35
Lemon Lime	2.5 gal.	10		\$12.78	\$127.80
Mello Yello	2.5 gal.	660		\$12.78	\$8,434.80
Minute Maid Lemonade	2.5 gal.	1115		\$12.78	\$14,249.70
Mountain Blast	2.5 gal.	17.5		\$12.78	\$223.65
Pink Lemonade	2.5 gal.	512.5		\$12.78	\$6,549.75
Tonic	2.5 gal.	27.5		\$12.78	\$351.45
Vault	2.5 gal.	212.5		\$12.78	\$2,715.75

**Bid #27343208**



# d.) Wholesale Price Proposals

## ★ Attachment 4: Bulk Juice (Bag-In-Box) For Resale

- Pricing based on National Account pricing to Aramark, subject to annual cost of goods increase.
- These products are generally purchased by Aramark through their food service provider.

### DISPENSER PACK/BIB JUICES AND OTHER DRINKS FOR RESALE

#### Notes:

Enter your price per pack specified and extend. If your pack or product is different from that specified, list it in the column marked adjustments. Clemson University Dining Services uses juice packed in 2.5 gal. Bag in Box, rather than the 48 oz., 64 oz., or 90 oz. frozen cans. Therefore, bidders must respond with 2.5 gal. Bag in Box prices. Use additional space as needed.

**Bid price is your price to University departments/contractors. For ease of billing/payments/reconciliation, request the number of different prices be held to a minimum**

Dispenser Pack Juice	Pack	Reconstitute Ratio	Usage FY 10-11	Adjustments	Bid Price FY 12-13	Price Extension
Minute Maid Orchards Best Apple	2.5 gal.	4 x 1	1780		\$29.31	\$52,175.36
Minute Maid Orchards Best Apple Berry	2.5 gal.	4 x 1	640		\$21.52	\$13,775.36
Minute Maid Orchards Best Cranberry	2.5 gal.	4 x 1	728		\$19.97	\$14,539.62
Minute Maid Orchards Best Grape	2.5 gal.	4 x 1	545		\$21.70	\$11,826.50
Minute Maid Orchards Best Kiwi Strawberry	2.5 gal.	4 x 1	740		\$19.37	\$14,332.32
Minute Maid Orchards Best Orange	2.5 gal.	4 x 1	2043		\$28.30	\$57,825.07



**Bid #27343208**



# e.) Total Financial Commitment

## ★ Lot A (University minus Athletics)

	LOT A FINAL (UNIVERSITY MINUS ATHLETICS)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
	Full Service Guaranteed Commissions	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$2,100,000	\$300,000
	Lump Sum Payment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Unrestricted Cash Contribution	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$875,000	\$125,000
V	<b>Total Unrestricted Funding</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$2,975,000</b>	<b>\$425,000</b>
	General Clemson Sponsorship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Clemson Tickets									
	12 Football Season Tickets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	12 Post Season Football	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	12 Men's Basketball Season Tickets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	ACC Mens Basketball Tournament - 24 ticket books	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	12 Baseball Season Tickets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	50 Clemson vs. USC Football Tickets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Product Donation to Teams	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Clemson Suite (pick one of the two)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Clemson Coaches Show	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Clemson University Radio Network	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Clemson University Radio Network (postseason)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
W	<b>Total Annual Athletics Sponsorship</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	Total Annual Athletics Sponsorship Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
X	<b>Total Net Annual Athletics Sponsorship Over Min.</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	Marketing Activation Budget	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$210,000	\$30,000
Y	<b>Total Annual Marketing Activation Budget</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$210,000</b>	<b>\$30,000</b>
	Debit Card Readers (24 additional @ \$1,100)	\$26,400	\$0	\$0	\$0	\$0	\$0	\$0	\$26,400	\$3,771
	3D VIS Energy Star Machines (40 Placed @ \$2,500)	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$100,000	\$14,286
	Energy Management System Devices (100 @ \$100)	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$10,000	\$1,429
Z	<b>Total Additional Equipment Purchases</b>	<b>\$131,400</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$136,400</b>	<b>\$19,486</b>
	<b>Total Unrestricted/Athletics Funding (V+W)</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$2,975,000</b>	<b>\$425,000</b>
	<b>Total Unrestricted/Athletics/Marketing (V+W+Y)</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$3,185,000</b>	<b>\$455,000</b>
	<b>Total New Financial Commitment (V+W+Y+Z)</b>	<b>\$586,400</b>	<b>\$460,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$455,000</b>	<b>\$3,321,400</b>	<b>\$474,486</b>



Bid #27343208



# e.) Total Financial Commitment

## ★ Lot B (Athletics only)

LOT B FINAL (ATHLETICS ONLY)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
Full Service Guaranteed Commissions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Lump Sum Payment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unrestricted Cash Contribution	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>V Total Unrestricted Funding</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
General Clemson Sponsorship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Clemson Tickets									
12 Football Season Tickets	\$3,708	\$3,819	\$3,934	\$4,052	\$4,173	\$4,299	\$4,428	\$28,412	\$4,059
12 Post Season Football	\$1,140	\$1,174	\$1,209	\$1,246	\$1,283	\$1,322	\$1,361	\$8,735	\$1,248
12 Men's Basketball Season Tickets	\$3,480	\$3,584	\$3,692	\$3,803	\$3,917	\$4,034	\$4,155	\$26,665	\$3,809
ACC Mens Basketball Tournament - 24 ticket books	\$9,504	\$9,789	\$10,083	\$10,385	\$10,697	\$11,018	\$11,348	\$72,824	\$10,403
12 Baseball Season Tickets	\$1,620	\$1,669	\$1,719	\$1,770	\$1,823	\$1,878	\$1,934	\$12,413	\$1,773
50 Clemson vs. USC Football Tickets	\$3,250	\$3,348	\$3,448	\$3,551	\$3,658	\$3,768	\$3,881	\$24,903	\$3,558
Product Donation to Teams	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753	\$6,956	\$7,164	\$45,975	\$6,568
Clemson Suite (pick one of the two)	\$29,942	\$30,840	\$31,765	\$32,718	\$33,700	\$34,711	\$35,752	\$229,429	\$32,776
Clemson Coaches Show	\$46,000	\$47,380	\$48,801	\$50,265	\$51,773	\$53,327	\$54,926	\$352,473	\$50,353
Clemson University Radio Network	\$140,000	\$144,200	\$148,526	\$152,982	\$157,571	\$162,298	\$167,167	\$1,072,745	\$153,249
Clemson University Radio Network (postseason)	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883	\$17,389	\$17,911	\$114,937	\$16,420
<b>W Total Annual Athletics Sponsorship</b>	<b>\$259,644</b>	<b>\$267,433</b>	<b>\$275,456</b>	<b>\$283,720</b>	<b>\$292,232</b>	<b>\$300,999</b>	<b>\$310,029</b>	<b>\$1,989,512</b>	<b>\$284,216</b>
Total Annual Athletics Sponsorship Minimum	\$525,000	\$540,750	\$556,973	\$573,682	\$590,892	\$608,619	\$626,877	\$4,022,793	\$574,685
<b>X Total Net Annual Athletics Sponsorship Over Min.</b>	<b>(\$265,356)</b>	<b>(\$273,317)</b>	<b>(\$281,516)</b>	<b>(\$289,962)</b>	<b>(\$298,661)</b>	<b>(\$307,620)</b>	<b>(\$316,849)</b>	<b>(\$2,033,280)</b>	<b>(\$290,469)</b>
Marketing Activation Budget	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$210,000	\$30,000
<b>Y Total Annual Marketing Activation Budget</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$210,000</b>	<b>\$30,000</b>
Debit Card Readers (24 additional @ \$1,100)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
3D VIS Energy Star Machines (40 Placed @ \$2,500)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Energy Management System Devices (100 @ \$100)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Z Total Additional Equipment Purchases</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total Unrestricted/Athletics Funding (V+W)	\$259,644	\$267,433	\$275,456	\$283,720	\$292,232	\$300,999	\$310,029	\$1,989,512	\$284,216
Total Unrestricted/Athletics/Marketing (V+W+Y)	\$289,644	\$297,433	\$305,456	\$313,720	\$322,232	\$330,999	\$340,029	\$2,199,512	\$314,216
<b>Total New Financial Commitment (V+W+Y+Z)</b>	<b>\$289,644</b>	<b>\$297,433</b>	<b>\$305,456</b>	<b>\$313,720</b>	<b>\$322,232</b>	<b>\$330,999</b>	<b>\$340,029</b>	<b>\$2,199,512</b>	<b>\$314,216</b>



Bid #27343208



# e.) Total Financial Commitment

## ★ Lot C (Complete University, including Athletics)

LOT C FINAL (COMPLETE UNIVERSITY)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL	ANNUAL AVG.
Full Service Guaranteed Commissions	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$2,100,000	\$300,000
Lump Sum Payment	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$500,000	\$71,429
Unrestricted Cash Contribution	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$875,000	\$125,000
<b>V Total Unrestricted Funding</b>	<b>\$925,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$3,475,000</b>	<b>\$496,429</b>
General Clemson Sponsorship	\$535,000	\$551,050	\$567,582	\$584,609	\$602,147	\$620,212	\$638,818	\$4,099,417	\$585,631
Clemson Tickets									
12 Football Season Tickets	\$3,708	\$3,819	\$3,934	\$4,052	\$4,173	\$4,299	\$4,428	\$28,412	\$4,059
12 Post Season Football	\$1,140	\$1,174	\$1,209	\$1,246	\$1,283	\$1,322	\$1,361	\$8,735	\$1,248
12 Men's Basketball Season Tickets	\$3,480	\$3,584	\$3,692	\$3,803	\$3,917	\$4,034	\$4,155	\$26,665	\$3,809
ACC Mens Basketball Tournament - 24 ticket books	\$9,504	\$9,789	\$10,083	\$10,385	\$10,697	\$11,018	\$11,348	\$72,824	\$10,403
12 Baseball Season Tickets	\$1,620	\$1,669	\$1,719	\$1,770	\$1,823	\$1,878	\$1,934	\$12,413	\$1,773
50 Clemson vs. USC Football Tickets	\$3,250	\$3,348	\$3,448	\$3,551	\$3,658	\$3,768	\$3,881	\$24,903	\$3,558
Product Donation to Teams	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753	\$6,956	\$7,164	\$45,975	\$6,568
Clemson Suite (pick one of the two)	\$29,942	\$30,840	\$31,765	\$32,718	\$33,700	\$34,711	\$35,752	\$229,429	\$32,776
Clemson Coaches Show	\$46,000	\$47,380	\$48,801	\$50,265	\$51,773	\$53,327	\$54,926	\$352,473	\$50,353
Clemson University Radio Network	\$140,000	\$144,200	\$148,526	\$152,982	\$157,571	\$162,298	\$167,167	\$1,072,745	\$153,249
Clemson University Radio Network (postseason)	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883	\$17,389	\$17,911	\$114,937	\$16,420
<b>W Total Annual Athletics Sponsorship</b>	<b>\$794,644</b>	<b>\$818,483</b>	<b>\$843,038</b>	<b>\$868,329</b>	<b>\$894,379</b>	<b>\$921,210</b>	<b>\$948,846</b>	<b>\$6,088,930</b>	<b>\$869,847</b>
Total Annual Athletics Sponsorship Minimum	\$525,000	\$540,750	\$556,973	\$573,682	\$590,892	\$608,619	\$626,877	\$4,022,793	\$574,685
<b>X Total Net Annual Athletics Sponsorship Over Min.</b>	<b>\$269,644</b>	<b>\$277,733</b>	<b>\$286,065</b>	<b>\$294,647</b>	<b>\$303,487</b>	<b>\$312,591</b>	<b>\$321,969</b>	<b>\$2,066,137</b>	<b>\$295,162</b>
Marketing Activation Budget	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$210,000	\$30,000
<b>Y Total Annual Marketing Activation Budget</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$210,000</b>	<b>\$30,000</b>
Debit Card Readers (24 additional @ \$1,100)	\$26,400	\$0	\$0	\$0	\$0	\$0	\$0	\$26,400	\$3,771
3D VIS Energy Star Machines (40 Placed @ \$2,500)	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$100,000	\$14,286
Energy Management System Devices (100 @ \$100)	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$10,000	\$1,429
<b>Z Total Additional Equipment Purchases</b>	<b>\$131,400</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$136,400</b>	<b>\$19,486</b>
Total Unrestricted/Athletics Funding (V+W)	\$1,719,644	\$1,243,483	\$1,268,038	\$1,293,329	\$1,319,379	\$1,346,210	\$1,373,846	\$9,563,930	\$1,366,276
Total Unrestricted/Athletics/Marketing (V+W+Y)	\$1,749,644	\$1,273,483	\$1,298,038	\$1,323,329	\$1,349,379	\$1,376,210	\$1,403,846	\$9,773,930	\$1,396,276
<b>Total New Financial Commitment (V+W+Y+Z)</b>	<b>\$1,881,044</b>	<b>\$1,278,483</b>	<b>\$1,298,038</b>	<b>\$1,323,329</b>	<b>\$1,349,379</b>	<b>\$1,376,210</b>	<b>\$1,403,846</b>	<b>\$9,910,330</b>	<b>\$1,415,761</b>



Bid #27343208





## e.) Total Financial Commitment

### ★ Explanations

- Total Unrestricted Funding (V): These are hard dollar payments that can be used as the university sees fit.
  - ✓ Lot A (University minus Athletics): Includes guaranteed commissions and annual unrestricted only.
  - ✓ Lot B (Athletics only): Does not include any funding.
  - ✓ Lot C (Complete University): Includes guaranteed commissions, an annual unrestricted cash contribution and an upfront lump sum payment to reward an exclusive deal.



Bid #27343208



## e.) Total Financial Commitment

### ★ Explanations

- Total Annual Athletics Sponsorship (W): These are hard dollar payments intended to support the Clemson Athletics program.
  - ✓ Lot A (University minus Athletics): Does not include any funding.
  - ✓ Lot B (Athletics only): Because Athletics are less desirable without having the rest of campus to activate, the offer is below the minimum but supports general elements. Our offer reflects a 3% annual increase.
  - ✓ Lot C (Complete University): General Athletics Sponsorship plus funding earmarked toward elements, including 3% annual increase.



Bid #27343208





## e.) Total Financial Commitment

### ★ Explanations

- Total Net Annual Athletics Sponsorship Over Minimum (X): This section is only intended to highlight the difference between the offer and the \$525,000 minimum. We may not have been clear as to how to communicate our full offer but also note the difference relative to the minimum.



Bid #27343208



## e.) Total Financial Commitment

### ★ Explanations

- Total Annual Marketing Activation Budget (Y): These are dollar amounts which Coca-Cola holds on behalf of both parties but draws from in order to put together mutually agreeable marketing programs with Clemson.
  - ✓ Program available in all lots.
  - ✓ If total budget is not used, it is not given to Clemson in any hard dollar form.



Bid #27343208



## e.) Total Financial Commitment

### ★ Explanations

- Total Additional Equipment Purchases (Z): These are new investment dollars that Coca-Cola will need to invest to bring in desired amount of debit card readers as well as new equipment and energy management system devises to make all machines compliant to Clemson's energy savings request.
- This amount does not include the substantial amount of existing assets we currently have at Clemson, including venders, electric coolers, fountain equipment, Texas tankers, tents, Gators, inflatables, etc.
- It also does not include any current costs of 96 debit card readers in place, the originals purchased by Coca-Cola.



Bid #27343208



# Technical Proposal Summary

- ★ Thank you for considering our Financial Proposal. We hope we've shown you why Coca-Cola is the right choice for **Clemson University**.



Bid #27343208

